



Communications & Public Information

City Academy
October 7, 2021

Responsibilities of the Office of Communications and Public Information

- External Communications

- alexandriava.gov
- AlexTV Channel 70 Message Board and Programming
- Citywide Calendar of Events
- Emergency Alerts (not 911)
- eNews
- Media Relations
- News Releases
- Social Media and Webcasts
- Style Guide and Protocols

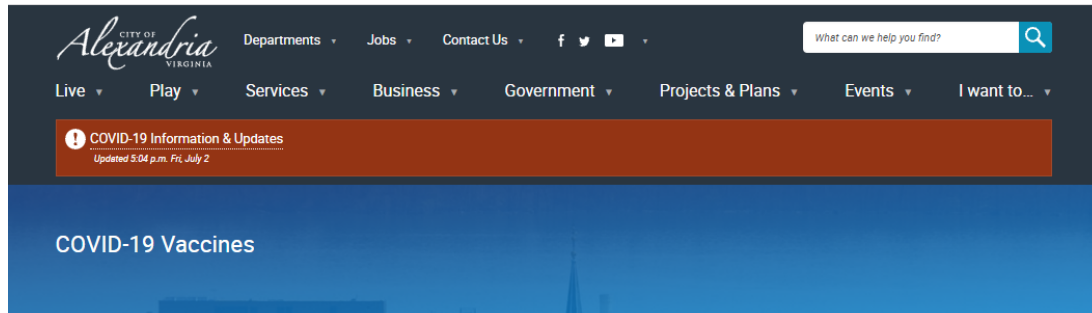
- Internal Communications

- *AlexNet*
- *AlexNews*
- Promotion to Employees
- Emergency Communications
- Communications Tools

External Communications

- News Releases
- Media Advisories and Conferences
- Mailings
- Channel 70
- Virtual Presentations
- AlexandriaVa.Gov
- Alexandria eNews
- Social Media
- Calendar of Events
- Communication Tools

alexandriava.gov



ON THIS PAGE

- [Protect Yourself from COVID-19: Get Vaccinated!](#)
- [Additional Providers](#)
- [How Can I Receive More Information?](#)

RELATED CONTENT

- [Alexandria Health Department](#)
- [Clinical Services](#)
- [Contact Information & Locations](#)
- [Environmental Health Services](#)
- [Information for Clinicians](#)
- [Public Health Emergency Management](#)
- [Alexandria Medical Reserve Corps](#)

Protect Yourself from COVID-19: Get Vaccinated!

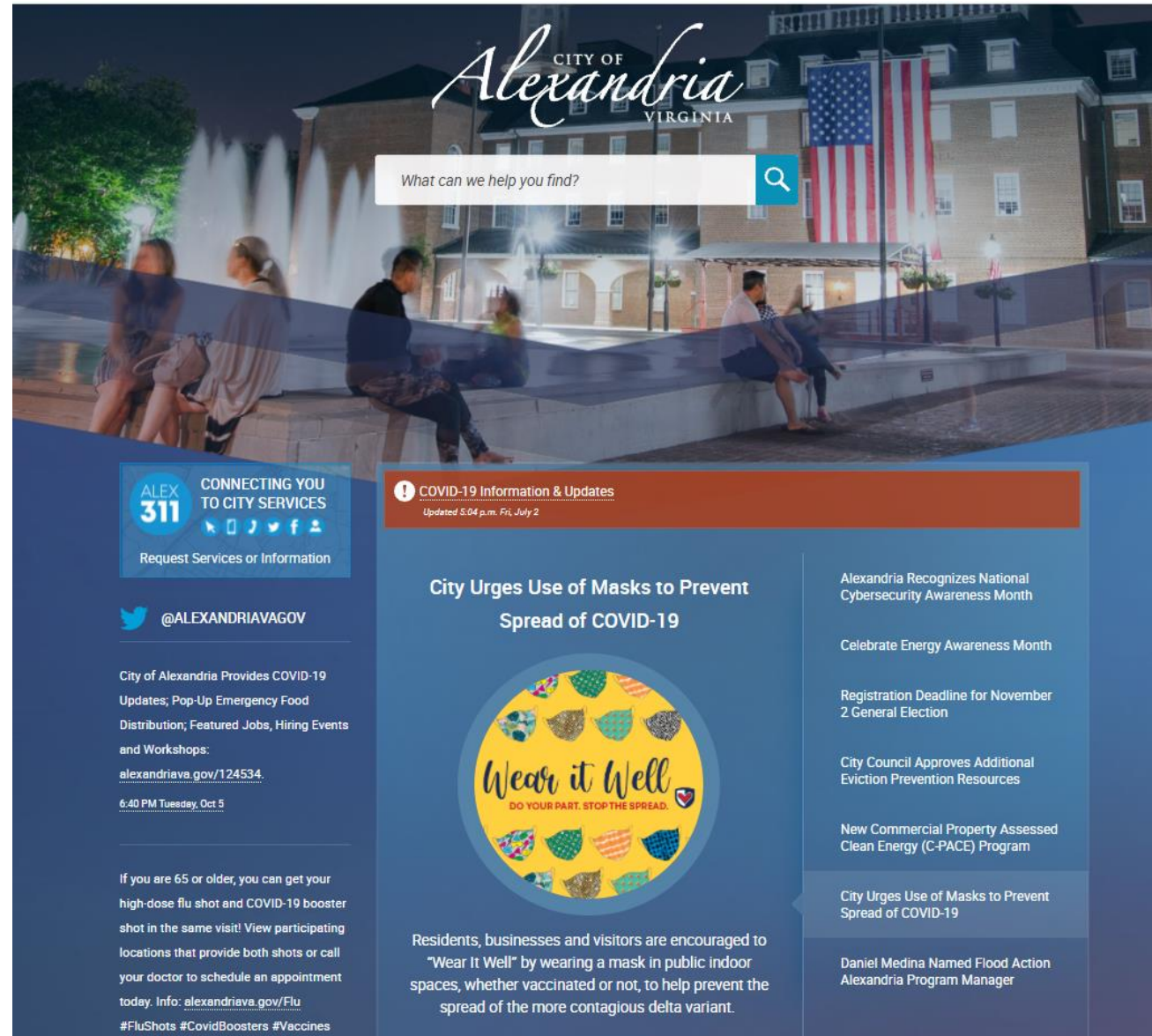
COVID-19 vaccines are safe, effective, free and they can save your life. When enough people get vaccinated, we can get back to normal. Schedule your appointment today.

- + Parents/Guardians of those under 18
- + I'm 18 - 64 years old
- + I'm 65+ years old
- + [Learn more about vaccinees](#)



SELECT SCHEDULE NOW TO MAKE AN APPOINTMENT






- **Pfizer Vaccine (All Doses, Ages 12+)**
Thursday, Oct 7
Hours: 5:00pm - 7:00pm -- Provider: Red Sea Homecare Agency -- Location: Northern Virginia Community College - Fine Arts Building (3301 Netherton Drive, Alexandria, VA 22311) -- Free parking for clinic recipients, Parking Lot Assigned: "ME"
Location: Northern Virginia Community College Alexandria Fine Arts Building
 - [Schedule Now - Accepts Walk-ins from 6:00pm - 7:00pm](#)
- **Moderna Vaccine (All Doses, Ages 18+)**
Thursday, Oct 7
Hours: 5:00pm-7:00pm -- Provider: Red Sea Homecare Agency -- Location: Northern Virginia Community College - Fine Arts Building (3301 Netherton Drive, Alexandria, VA 22311) -- Free parking for clinic recipients, Parking Lot



Alex311



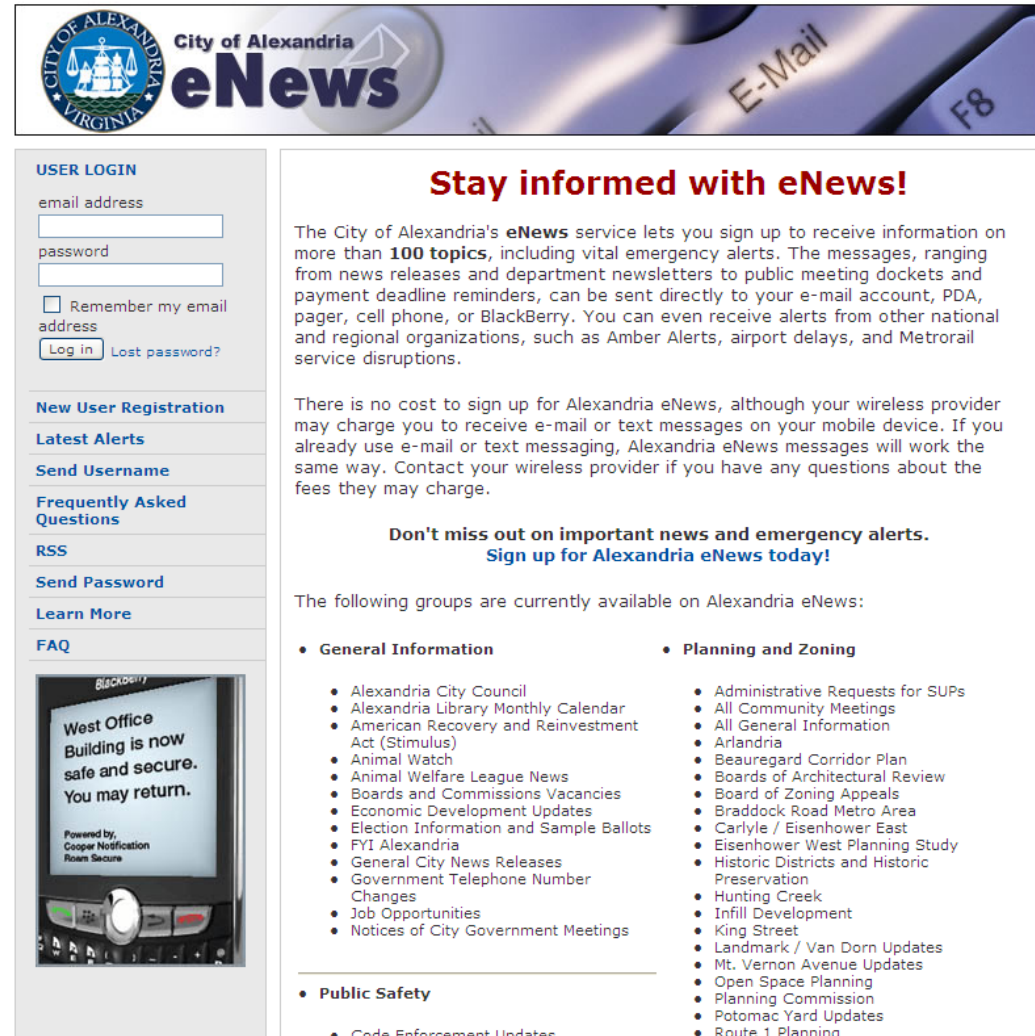
6 Convenient Ways to Connect:

-  Web – alexandriava.gov/Alex311
-  Mobile App – Available in the App Store or Google Play
-  Twitter – @AlexandriaVA311
-  Facebook – @AlexandriaVA311
-  Phone – Dial 311 or 703.746.4311
 - Monday-Friday: 7 a.m. to 7 p.m.; Saturday: 8 a.m. to 12 p.m.
-  In-Person

Alexandria eNews

www.alexandriava.gov/eNews

- Free e-mails, texts, voice calls
- 50,000 subscribers
- 100+ choices of topics
- Emergency alerts



The screenshot shows the Alexandria eNews website. At the top is the City of Alexandria logo and the text "City of Alexandria eNews". Below this is a "USER LOGIN" section with fields for "email address" and "password", a "Remember my email address" checkbox, and "Log in" and "Lost password?" buttons. To the right of the login section is a "Stay informed with eNews!" section with a paragraph about the service and a "Sign up for Alexandria eNews today!" link. Below this is a section titled "The following groups are currently available on Alexandria eNews:" with three columns of topics: General Information, Planning and Zoning, and Public Safety. At the bottom left is a "New User Registration" section with links for "Latest Alerts", "Send Username", "Frequently Asked Questions", "RSS", "Send Password", "Learn More", and "FAQ". A small image of a BlackBerry phone displaying a message about the West Office Building is also visible.

USER LOGIN

email address
password

☐ Remember my email address
[Log in](#) [Lost password?](#)

[New User Registration](#)

[Latest Alerts](#)

[Send Username](#)

[Frequently Asked Questions](#)

[RSS](#)

[Send Password](#)

[Learn More](#)

[FAQ](#)

Stay informed with eNews!

The City of Alexandria's **eNews** service lets you sign up to receive information on more than **100 topics**, including vital emergency alerts. The messages, ranging from news releases and department newsletters to public meeting dockets and payment deadline reminders, can be sent directly to your e-mail account, PDA, pager, cell phone, or BlackBerry. You can even receive alerts from other national and regional organizations, such as Amber Alerts, airport delays, and Metrorail service disruptions.

There is no cost to sign up for Alexandria eNews, although your wireless provider may charge you to receive e-mail or text messages on your mobile device. If you already use e-mail or text messaging, Alexandria eNews messages will work the same way. Contact your wireless provider if you have any questions about the fees they may charge.

Don't miss out on important news and emergency alerts.
[Sign up for Alexandria eNews today!](#)

The following groups are currently available on Alexandria eNews:

- **General Information**
 - Alexandria City Council
 - Alexandria Library Monthly Calendar
 - American Recovery and Reinvestment Act (Stimulus)
 - Animal Watch
 - Animal Welfare League News
 - Boards and Commissions Vacancies
 - Economic Development Updates
 - Election Information and Sample Ballots
 - FYI Alexandria
 - General City News Releases
 - Government Telephone Number Changes
 - Job Opportunities
 - Notices of City Government Meetings
- **Planning and Zoning**
 - Administrative Requests for SUPs
 - All Community Meetings
 - All General Information
 - Arlandria
 - Beauregard Corridor Plan
 - Boards of Architectural Review
 - Board of Zoning Appeals
 - Braddock Road Metro Area
 - Carlyle / Eisenhower East
 - Eisenhower West Planning Study
 - Historic Districts and Historic Preservation
 - Hunting Creek
 - Infill Development
 - King Street
 - Landmark / Van Dorn Updates
 - Mt. Vernon Avenue Updates
 - Open Space Planning
 - Planning Commission
 - Potomac Yard Updates
 - Route 1 Planning
- **Public Safety**
 - Code Enforcement Updates

BlackBerry
West Office Building is now safe and secure. You may return.
Powered by, Cooper Notification Room Secure

Internal Communications

- *AlexNet*
- *AlexNews*
- Promotion to All Employees
- Emergency Communications
- Communication Tools

The screenshot displays the AlexNet website, which is the internal portal for the City of Alexandria. The header features the City of Alexandria logo and the 'AlexNet' title in a large, white, stylized font. Below the header, a navigation bar includes links for 'Home', 'Benefits', 'Community', 'Forms', and 'How Do I?'. The main content area is divided into several sections: a 'WELCOME, Kelly' message, a 'My Department' section with icons for various services, a 'RESOURCES' section with links to administrative regulations, AlexNews, calendar of events, city manager's corner, communications & public information, city jobs, departments & offices, discounts for employees, emergency preparedness, and employee awards & recognition. The 'COVID-19 Coronavirus Employee Information' section is prominently displayed, featuring a photo of a man wearing a blue face mask and a blue shirt, and a text update from the City Manager. Other sections include 'Daniel Medina Named Flood Action Alexandria Program Manager', 'Urgent Vaccine POD Staff Needs', and 'New IT Project Request Form'. A right-hand sidebar titled 'WHAT'S NEW...' contains a 'In the Forums' section with links to affordable homeownership opportunities, surplus items, and bike share benefits, as well as an 'On AlexNet' section with links to accounting, human resources, and work'n well programs. The date 'Thursday, October 7, 2021' is shown in the top right corner.

Communicating with the City

- Call or text **911** for immediate police, fire or emergency medical assistance
- Contact **Alex311** for everything else.
- Social Media
 - Facebook: [alexandriava.gov/Facebook](https://www.facebook.com/AlexandriaVAGov)
 - Instagram: [instagram.com/AlexandriaVAGov](https://www.instagram.com/AlexandriaVAGov)
 - LinkedIn: [linkedin.com/company/city-of-alexandria](https://www.linkedin.com/company/city-of-alexandria)
 - Twitter: [@AlexandriaVaGov](https://twitter.com/AlexandriaVaGov)
 - Department and program profiles: alexandriava.gov/SocialMedia
- In Person
 - Approximately 3,000 employees at 75 City facilities and in the field.

Questions?

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